

A photograph of a small stream flowing through a forest floor covered in moss and fallen autumn leaves. The water is clear and flows over rocks, creating small ripples. The surrounding vegetation is lush and green, with many brown and orange leaves scattered around the stream.

*Official 2012*  
***Kern County***  
***Visitors Guide***

*Rates and Information*

## RATES AND SIZES

Back Cover*	\$2,150
Inside Front Cover*	\$2,000
Inside Back Cover*	\$2,000

*\*Premium Location, one available.*

Full Page	\$1,500
Half Page	\$850
Quarter Page	\$475
Eighth Page	\$275

### Reservation Deadline

*Materials and Payment*  
January 27, 2012

### Publication Date

March 7, 2012 *est.*

### Print Run

30,000 copies  
*(anticipated)*

The Kern County Visitors Guide is produced by the Board of Trade and is Kern County's only "official" visitor publication.

This glossy, full-sized magazine tells visitors about Kern County's incredible destinations and activities. The goal is simple; to encourage more tourists to visit often and stay longer, bringing business to our economy... and to your establishment.

Guides are distributed throughout Kern County at premier hotels and attractions, outside of Kern County at major trade and travel shows, around the globe in response to requests for information, and online at VisitKern.com.

Visitors spend \$1.12 billion per year in Kern County; over \$3 million per day. Reach your share of this lucrative audience with an advertisement today.

*(33,000 copies produced in 2011)*

## SPECIFICATIONS

Magazine Trim Size: 8.375" x 10.75"

### AD SIZES

	NON-BLEED
Full Page	7.625" x 10"
Half Page (Horizontal)	7.625" x 4.875"
Half Page (Vertical)	3.6786" x 10"
Quarter Page	3.6786" x 4.875"
Eighth Page	3.6786" x 2.3125"

All ads should be 300 DPI, CMYK color or greyscale and provided as high-resolution PDF files with all fonts embedded or converted to outlines/paths.



**To target this profitable and growing pool of customers contact:**  
**KERN COUNTY BOARD OF TRADE**  
**(800) 500-KERN**  
**(661) 868-5376**  
**info@VisitKern.com**

Rates are fully-commissionable to authorized agencies.

## Now get even more value with a 'bundled' advertising campaign!

Purchase any 2012 Visitors Guide advertisement, then maximize your exposure while obtaining these HUGE discounts for placement on the Board of Trade's redesigned **Electronic Marketing Package**.



### Guide, web, kiosk for one low price!

Every year, tens of thousands of tourists browse our family of web sites and visit the one dozen (soon to be 14) "Virtual Visitors Centers" now found at strategic locations throughout Kern County.

For a limited time, advertisers in the Kern County Visitors Guide can add a full year of

exposure through BOTH the **VisitKern.com** family of web sites AND Kern County's **Interactive Visitor Kiosk System** (regularly \$1,800 per year) for one discounted price.

Purchase both the Visitors Guide and the Electronic Marketing Platform and take **15% off** the cost of your web and kiosk campaign, with billing in easy quarterly installments.

Prepay for your bundle and take **25% off**. That's like getting a one-quarter page advertisement in the Kern County Visitors Guide for just \$25!\*



*Electronic ads to be placed on a run-of-site basis. Premium placements may be secured for an additional fee, subject to availability. Internet advertisements are fully-linkable at no additional charge.*

**Start your worldwide multimedia marketing campaign for as little as \$1,625 per year!**

### ELECTRONIC RATES

**Non-Bundled Rate (1year): \$1,800**

**Discounted Rate (1year): \$1,530**  
(billed in quarterly installments)

**Prepaid Rate (1year): \$1,350**  
(due prior to insertion)

*Premium placement: add \$300/year*

**\* Visitors Guide advertisements are paid separately and are due in full at the time of reservation.**